

Exhibit 2

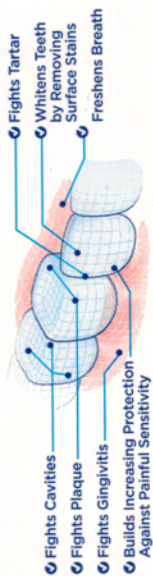


Crest PRO-HEALTH SENSITIVE + ENAMEL SHIELD, like all Crest

Pro-Health stannous fluoride toothpastes:

- Helps relieve and build increasing protection against painful tooth sensitivity
- Protects against enamel loss
- Binds to and strengthens enamel
- Protects oral health areas other sensitivity toothpaste brands miss

WITH REGULAR BRUSHING, CREST PRO-HEALTH PROVIDES THESE BENEFITS



For complete oral care, brush twice a day, floss daily and visit your dentist regularly.

DIST. BY PROCTER & GAMBLE, CINCINNATI, OH 45202
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US Patent 6,686,045; 6,740,311



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CLINICALLY PROVEN Active Ingredient

Crest PRO-HEALTH

NET WT 4.2 OZ (119g) FLUORIDE TOOTHPASTE FOR ANTICAVITY, ANTINGINGIVITIS AND SENSITIVE TEETH

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SENSITIVE + ENAMEL SHIELD



HELPS SHIELD TEETH FROM SENSITIVITY PAIN & ACID ATTACK

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GINGIVITIS
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FRESHENS BREATH
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Drug Facts

Active ingredient Stannous fluoride 0.454% (0.16% w/v fluoride ion) Anticavity, antingingivitis, antisenstivity toothpaste

Purposes • aids in the prevention of cavities
• helps prevent gingivitis associated with gingivitis
• helps control plaque bacteria that contribute to the development of gingivitis
• builds increasing protection against painful sensitivity of the teeth to cold, heat, acids, sweets or contact

Warnings When using this product do not use for sensitivity longer than four weeks unless recommended by a dentist.

Drug Facts (continued)

Stop use and ask a dentist if the sensitivity problem persists or worsens. Sensitive teeth may indicate a serious problem that may need prompt care.

Keep out of reach of children. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions • adults and children 12 yrs. & older: apply at least a 1-inch strip of the product onto a soft bristled toothbrush. Brush teeth thoroughly for at least 1 minute twice a day (morning and evening) or as recommended by a dentist. Make sure to brush all sensitive areas of the teeth.
• do not swallow
• children under 12 yrs.: ask a dentist

Drug Facts (continued)

Other information • products containing stannous fluoride may produce surface staining of the teeth
• adequate brushing may prevent these stains which are not harmful or permanent and may be removed by your dentist
• this Crest is specially formulated to help prevent staining
• see your dentist regularly

Inactive ingredients glycerin, hydrated silica, sodium hexametaphosphate, propylene glycol, PEG-6, water, zinc lactate, trisodium phosphate, flavor, sodium lauryl sulfate, sodium gluconate, carrageenan, sodium saccharin, xanthan gum, polyethylene, blue 1 lake

Questions or comments? 1-800-594-4158

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